U.S. AGENCY FOR GLOBAL MEDIA

VOA VOICE OF AMERICA | RadioFreeEurope RadioLiberty | Office of Cuba Broadcasting | rfa | MIDDLE EAST BROADCASTING NETWORKS, INC. MBN | OPEN TECHNOLOGY FUND

Audience and Impact

OVERVIEW FOR 2025

Updated February 2025

BY THE NUMBERS

ANNUAL BUDGET FY 2024
$866.9 million

EMPLOYEES
4,766

LANGUAGES
63

MEASURED AUDIENCE
427 million*

4,886
television, radio, and digital affiliates across the globe

738
radio and TV affiliate networks that serve multiple cities or markets

AUDIENCE GROWTH

USAGM measured audience grew

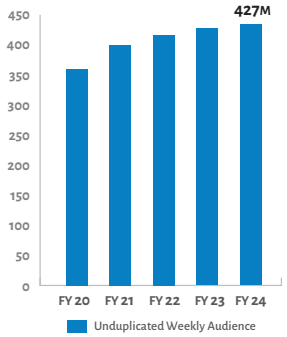
21%

over the past four years, now totaling

427 MILLION*

unduplicated users across all media

USAGM MEASURED WEEKLY AUDIENCE (IN MILLIONS) 2020–2024



MEASURED WEEKLY AUDIENCE PERCENT GROWTH 2020–2024

VOA 361M	↑ 30%
RFE/RL 47.4M	↑ 16%
RFA*	Unreportable
MBN 33.5M	↑ 22%
OCB 3.2M	↑ 220%

DIGITAL AUDIENCES

Web traffic grew in FY 2024 after declines in FY 2023, to 36.5 million average weekly visits across networks, a

22%

increase over the past four years

334 MILLION

average weekly digital video views measured across websites and social media platforms of all networks/services in FY 2024

TOP TEN AUDIENCES FOR U.S. INTERNATIONAL MEDIA

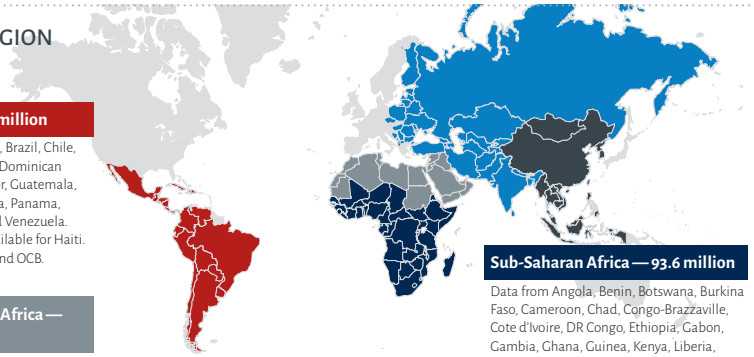
WEEKLY UNDUPLICATED AUDIENCE
Adults who listen/view/use programming at least once a week, based on FY 2020–2024 survey data

In millions	
Indonesia	64.8
Nigeria	37.4
Mexico	37.1
India	29.1
Iran	12.2
Peru	11.9
Russia	10.1
Ukraine	9.8
Iraq	9.3
Egypt	9.0

As percentage of adult population represented by the survey	
Afghanistan	66%
Somalia	62%
Nicaragua	59%
Costa Rica	54%
Dominican Republic	50%
El Salvador	49%
Peru	49%
Bolivia	47%
Niger	46%
Armenia	45%

* **Notes on Audience Reporting:** FY 2024 reporting for USAGM's global audience does not include data for China due to government restrictions limiting USAGM's ability to conduct comprehensive surveys of VOA and RFA programming in Mandarin and Cantonese since FY 2018. Additionally, USAGM is not able to measure RFA audiences in North Korea, Xinjiang (Uyghur service), and Tibet. As audience data is only available for four of RFA's nine language services the network's global audience is considered Unreportable, though any available RFA country data is included in USAGM global audience estimates.

AUDIENCE BY REGION



Latin America — 101.2 million

Data from Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, and Venezuela. Current audience data unavailable for Haiti. Reflects audiences for VOA and OCB.

Middle East and North Africa — 34.3 million

Data from Algeria, Bahrain, Egypt, Iraq, Israel, Jordan, Lebanon, Libya, Morocco, Palestinian Territories, Saudi Arabia, Sudan, Tunisia, UAE, and Yemen. Current audience data unavailable for Kuwait, Mauritania, Oman, Qatar,and Syria. Reflects primary audiences for MBN and VOA.

Other Diaspora audiences — 2.4 million

Data for Russian and Mandarin programming audiences in Australia, Canada, and Germany. Reflects audiences for RFA, RFE/RL, and VOA.

Sub-Saharan Africa — 93.6 million

Data from Angola, Benin, Botswana, Burkina Faso, Cameroon, Chad, Congo-Brazzaville, Cote d'Ivoire, DR Congo, Ethiopia, Gabon, Gambia, Ghana, Guinea, Kenya, Liberia, Madagascar, Malawi, Mali, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Somalia, South Africa, Tanzania, Togo, Uganda, Zambia, and Zimbabwe. Current audience data unavailable for Burundi, Central African Republic, Eritrea, and South Sudan. Reflects primary audiences for VOA.

Near East, South and Central Asia, West Asia, Eurasia — 102.8 million

Data from Afghanistan, Albania, Armenia, Azerbaijan, Bangladesh, Belarus, Bosnia, Bulgaria, Crimea, Estonia, Georgia, Hungary, India, Iran, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lithuania, Moldova, Montenegro, North Macedonia, Pakistan, Poland, Romania, Russia, Serbia, Sri Lanka, Tajikistan, Turkey, Turkmenistan, Ukraine, and Uzbekistan. Reflects primary audiences for RFE/RL and VOA.

East and Southeast Asia — 92.5 million

Data from Burma, Cambodia, Hong Kong, Indonesia, Laos, Malaysia, Mongolia, Nepal, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. Current audience data unavailable for China and North Korea. Reflects primary audiences for RFA and VOA.

CIRCUMVENTION

USAGM's Open Technology Fund (OTF) provides a range of tools to help audiences overcome internet restrictions. In FY 2024, these tools continued to serve these populations.

46 million

monthly active users of USAGM proxy tools

20%

increase in weekly unique visits to USAGM sites via proxy tools

17,700,000 in FY 2024

SELECT NEW AUDIENCE REACH FINDINGS

UKRAINE
33.3%

RFE/RL & VOA
9.8 million audience
+71% change from previous survey

NIGER
45.6%

VOA
5.1 million audience
+286% change from previous survey

ARMENIA
44.5%

RFE/RL & VOA
1.0 million audience
consistent with previous survey

COSTA RICA
54.5%

VOA & OCB
2.3 million audience
+166% change from previous survey

SERBIA
24.9%

RFE/RL & VOA
1.5 million audience
+83% change from previous survey

JORDAN
13.1%

MBN
1.0 million audience
+22% change from previous survey

SAUDI ARABIA
12.5%

MBN
2.9 million audience
consistent with previous survey

UZBEKISTAN
10.6%

RFE/RL & VOA
2.6 million audience
+614% change from previous survey

For individual countries, the measured weekly audience is expressed as a percentage of the adult population covered by the survey.

USAGM measures and reports unduplicated audience, the number of individuals age 15+ who access content, counting a person only once, regardless of how many platforms or networks they use over the course of a week.

IMPACT MEASURES*

PROGRAM CREDIBILITY
Percentage of weekly audience who consider information to be very or somewhat trustworthy

	FY 2024 ACTUAL
VOA	86
RFE/RL	82
RFA	98
MBN	83
OCB	NA

HELPS FORM OPINIONS ON IMPORTANT ISSUES
Percentage of weekly audience who report that the broadcasts have helped them form opinions on important issues somewhat or a great deal

	FY 2024 ACTUAL
VOA	76
RFE/RL	65
RFA	80
MBN	69
OCB	NA

*Note: Impact measures based on availability of sufficient survey data from target markets.

ABOUT USAGM

The U.S. Agency for Global Media is an independent federal agency, supervising all U.S. government-supported, civilian international broadcasting, whose mission is to inform, engage, and connect people around the world in support of freedom and democracy.

USAGM networks have a measured audience of 427 million people in more than 100 countries. USAGM networks and entities include the Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, the Middle East Broadcasting Networks (Alhurra Television), the Office of Cuba Broadcasting (Radio Televisión Martí), and the Open Technology Fund (OTF).

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